

NOT A FACTORY-BUILT HOUSE, BUT BUILT FROM A

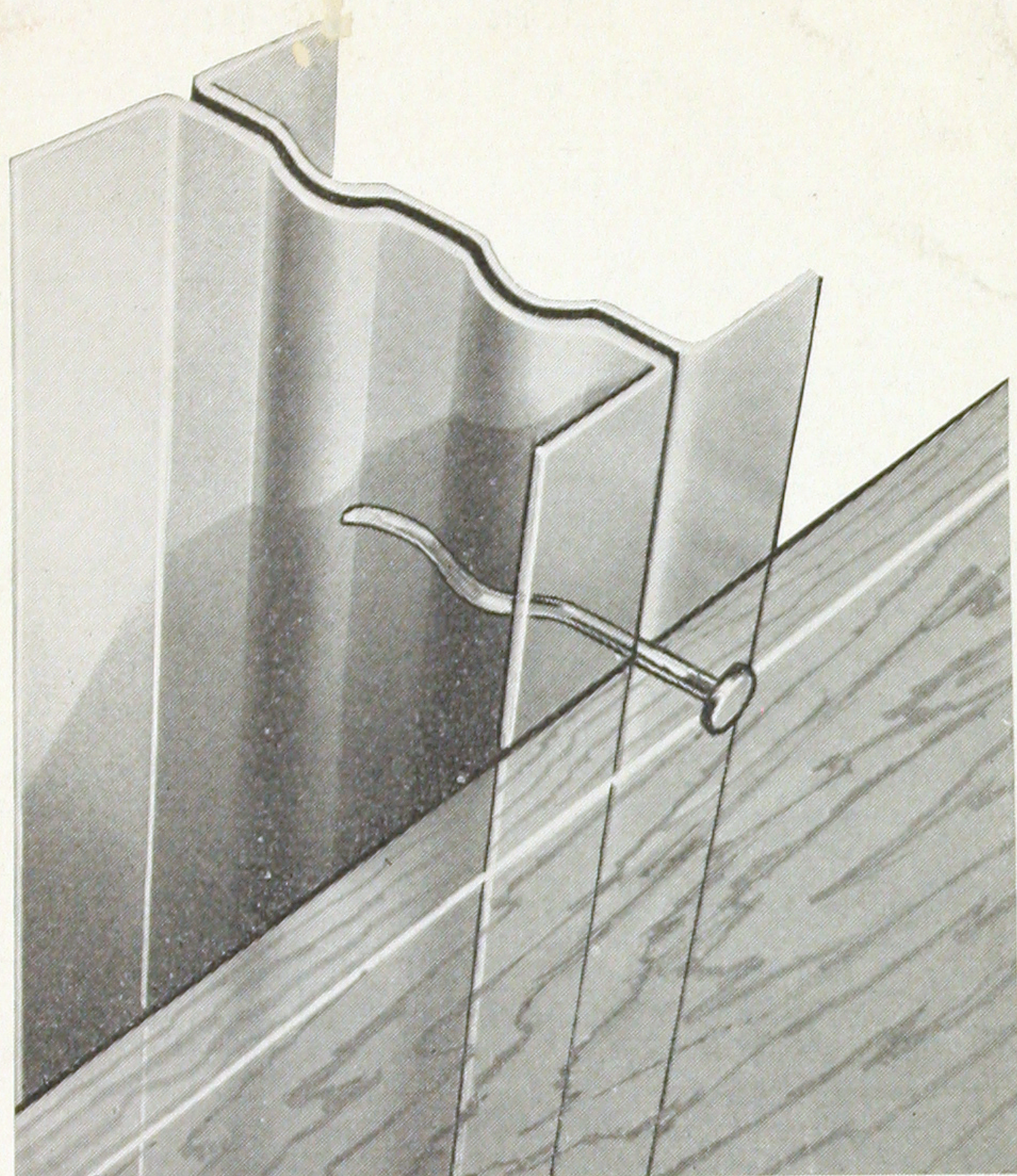
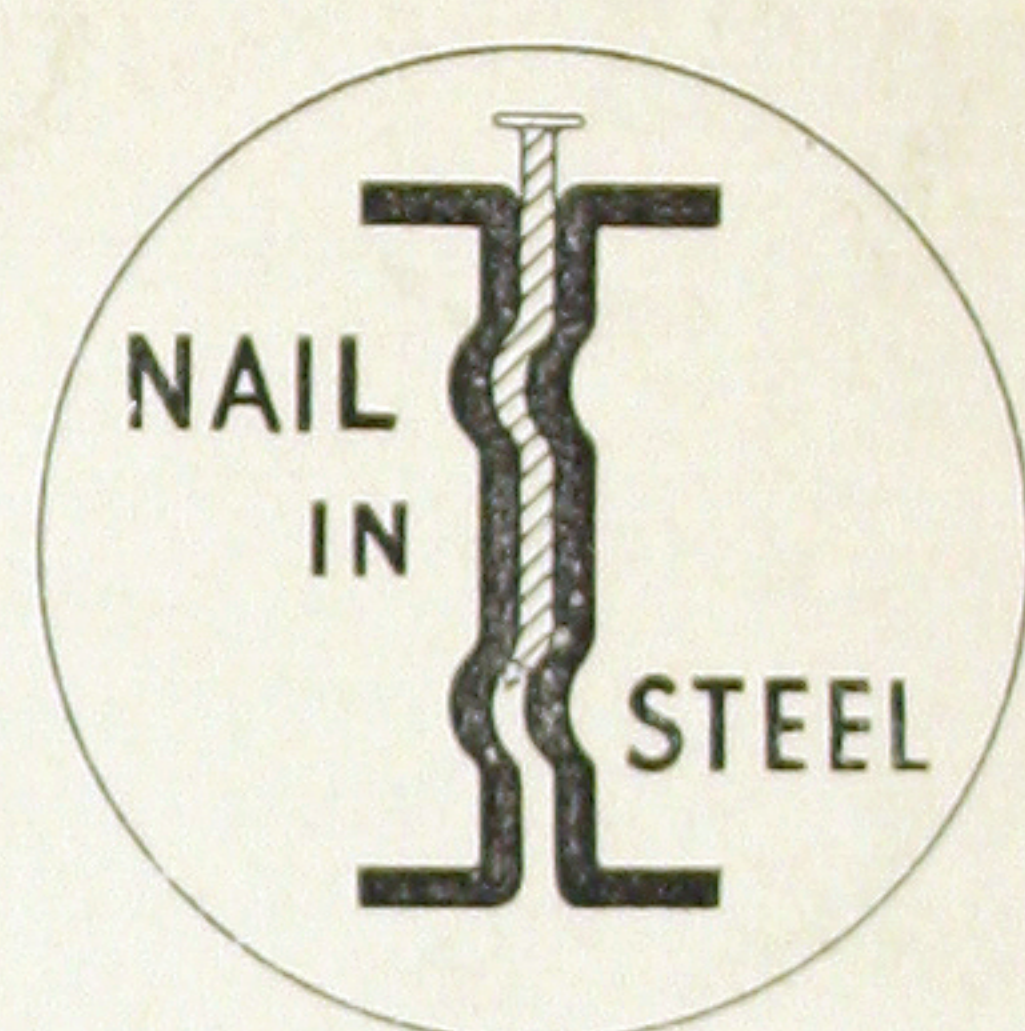


The Beauty of this Simple
Exterior Conceals

You

NAIL

to **STRAN-STEEL**



Phantom View of Board Nailed to STRAN-STEEL

An ordinary steel nail driven into the board, follows the groove into the studding and clinches itself firmly in place. The nail may be withdrawn later without injury to the steel. This feature permits the use of Stran-Steel for temporary structures.

Nailing is the only universal low cost method of erecting good shelter. That is why the Stran-Steel patented nailing feature provides permanently safe and economical steel framing for house construction.

Good Housekeeping Stran-Steel House

Chicago Phone: CALUMET 6222

Ask the Stran-Steel special representative for full information about Stran-Steel or write to either of the offices listed below.

STRAN-STEEL CORP.

Factory and General Offices

6100 McGraw Ave.

Phone: Garfield 5211

Detroit

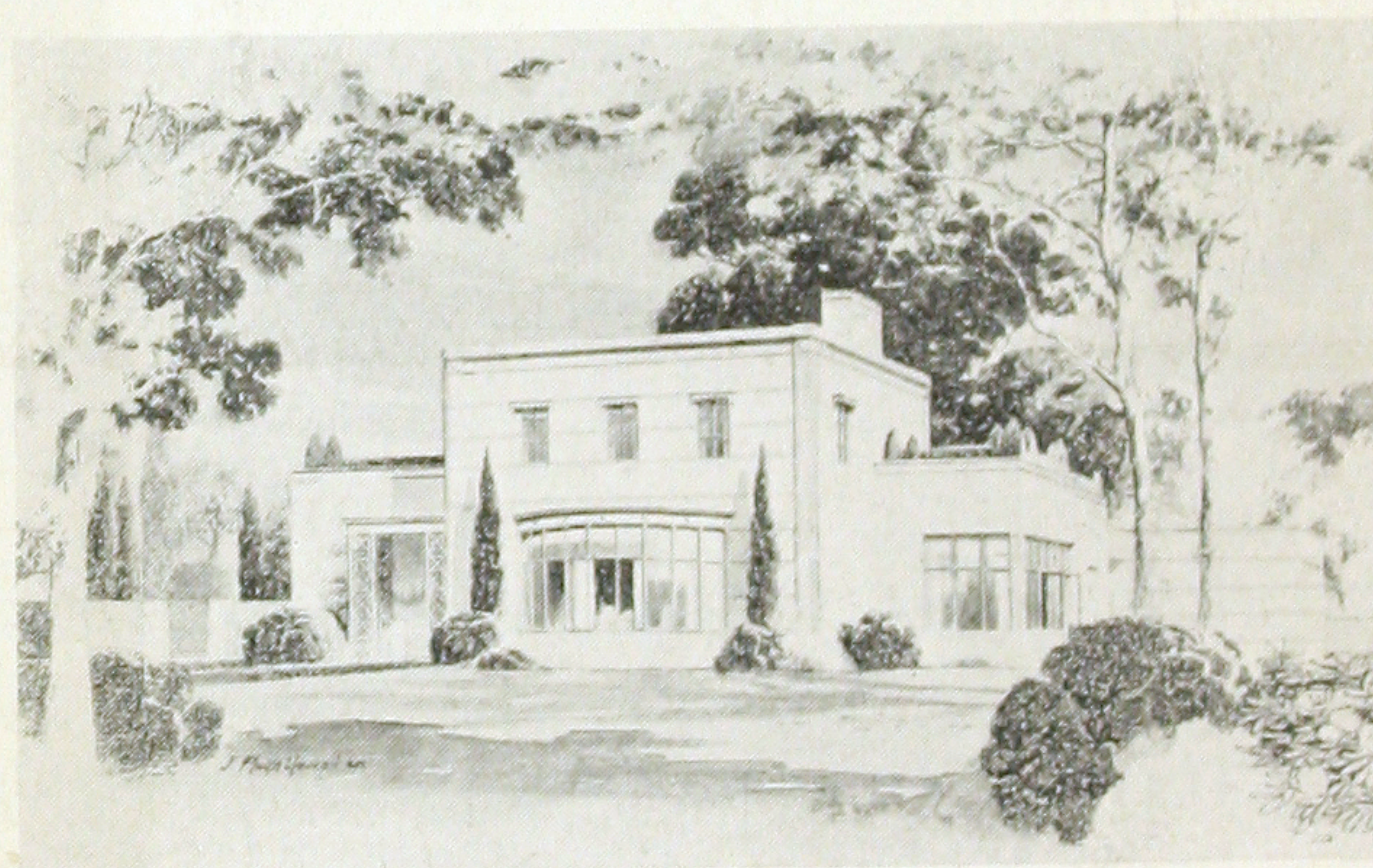
Sales Offices

321-322 Standard Oil Bldg.

910 S. Michigan Ave.

Phone: Harrison 8362

Chicago



Good Housekeeping - Stran-Steel House at
"A Century of Progress," Chicago



The Talk of America Today

Because

*Outside and Inside Walls,
Floors and Ceilings are Nailed
to the Stran-Steel Frame*

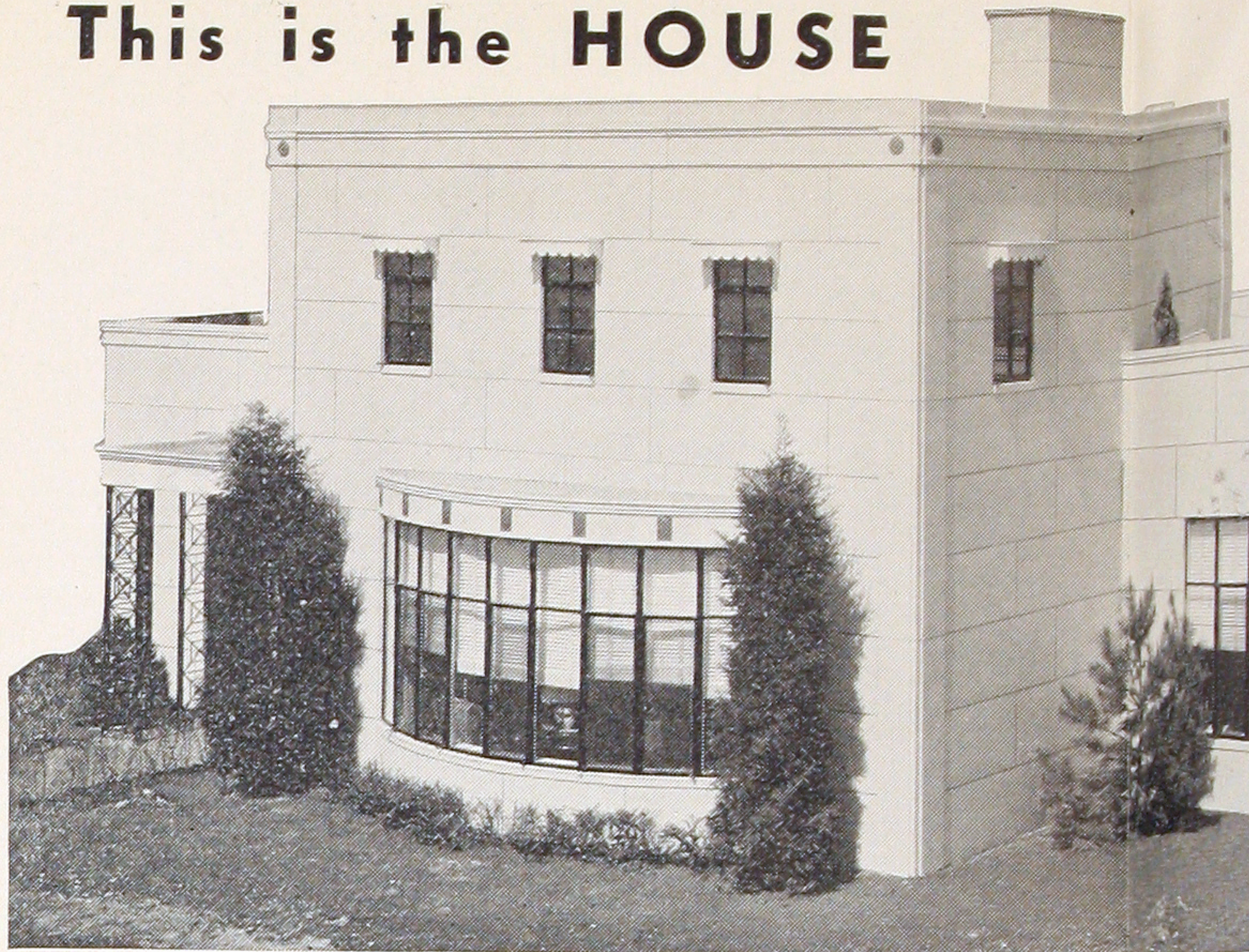
FURNISHED AND DECORATED BY GOOD HOUSEKEEPING STUDIOS

BUILT BY

STRAN-STEEL CORP.

DETROIT, MICH.

This is the HOUSE



NOT A FACTORY-BUILT HOUSE, BUT BUILT

Your Beautiful Home Will Be Permanent **STRAN-STEEL**

Erected with hammer and nails, STRAN-STEEL is rolled of 16-lengths like lumber and trucked to the building site by the dealer. Rafters are laid out and erected on the job like wood 2 x 4's and elements by a tough, rust-resisting enamel. Carpenters nail the insulation directly to the framing, then they attach the outer siding into the STRAN-STEEL framing. Finally, the lath, wallboard or plaster and the wood or metal trim are nailed to the STRAN-STEEL structure. This construction is now being presented to Home Owners, Builders, Architects and promises to revolutionize the building industry.

Why You Should Specify STRAN-STEEL

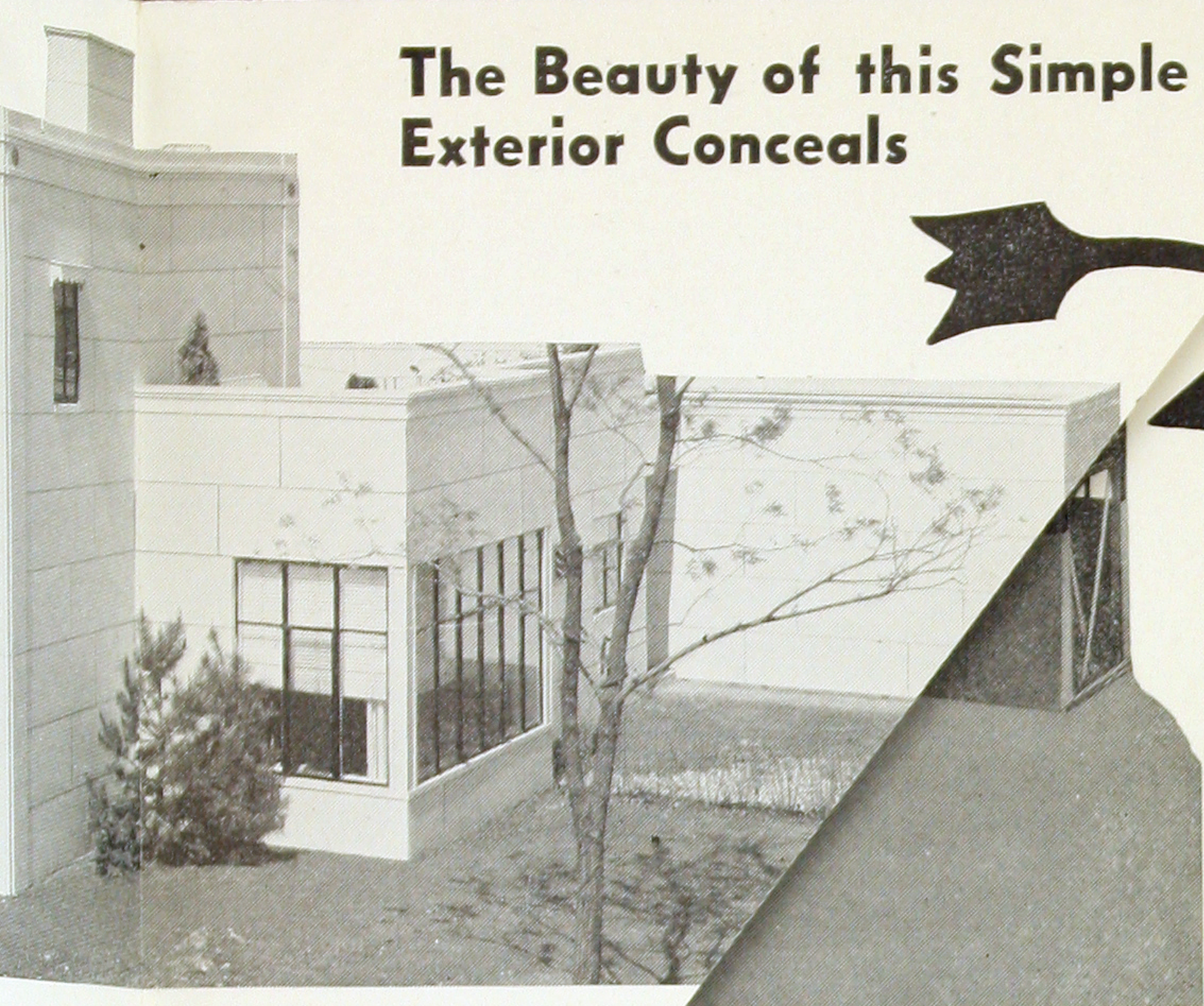
- 1—**ARCHITECTS** specify Stran-Steel for plans laid out for solid masonry or wood framing construction.
- 2—**OWNERS** pay lower insurance and maintenance charges, because Stran-Steel construction is fire resisting and permanent.
- 3—**DEALERS** buy and sell Stran-Steel in standard sizes just as they do lumber.

STRAN-STEEL excels all other types of house construction, because its security and it resists the wear and tear of living. So permanent are the major repairs in the lifetime of a family. You should specify STRAN-STEEL.

**You Buy STRAN-STEEL by the Foot
You Use STRAN-STEEL Only in the Foundation
You Build Any Style of House**

A House is as substantial as its framework Build

The Beauty of this Simple Exterior Conceals



HOUSE, BUT BUILT FROM A SET OF PLANS

Will Be Permanent When You Use STEEL FRAMING

STEEL is rolled of 16-gauge pieces, 200 feet long, cut to standard building site by the dealer. STRAN-STEEL studs, joists, plates, and like wood 2 x 4's and joists. They are well protected from the sun. Carpenters nail the exterior sheathing, wallboard, roofboard and they attach the outer wall material by nailing thru the insulation to the lath, wallboard or plasterboard for the interior walls and ceilings to the STRAN-STEEL studs and joists. This simple inexpensive construction should be shown to Owners, Builders, Architects and Dealers for the first time, and the industry.

STRAN-STEEL in the House You Plan to Build

plans laid
construction.

maintenance
fire resist-

standard sizes

construction, because its sturdy framework provides a continual sense of permanence. So permanent are houses built with STRAN-STEEL that they require no painting. You should specify STRAN-STEEL in the house you plan to build.

**STEEL by the Foot—Just Like Lumber.
STEEL Only in the Frame of the House.
Style of House to Any Set of Plans.**

work Build for Permanence with STRAN-STEEL

Send for Illustrated Booklet .

IMPORTANT!

A special booklet has been printed for those who wish to preserve a record of the Stran-Steel House at the World's Fair. It contains many photographs of the house and its furnishings and detail drawings of the construction. Send for it today. The price is twenty-five cents.

STRAN-STEEL CORPORATION
6100 McGraw Avenue
Detroit, Michigan

Gentlemen:

Enclosed find 25c for the
ing Stran-Steel House. To
I have checked my interest

- ☐ Planning to build
☐ Lot owner
☐ Architect

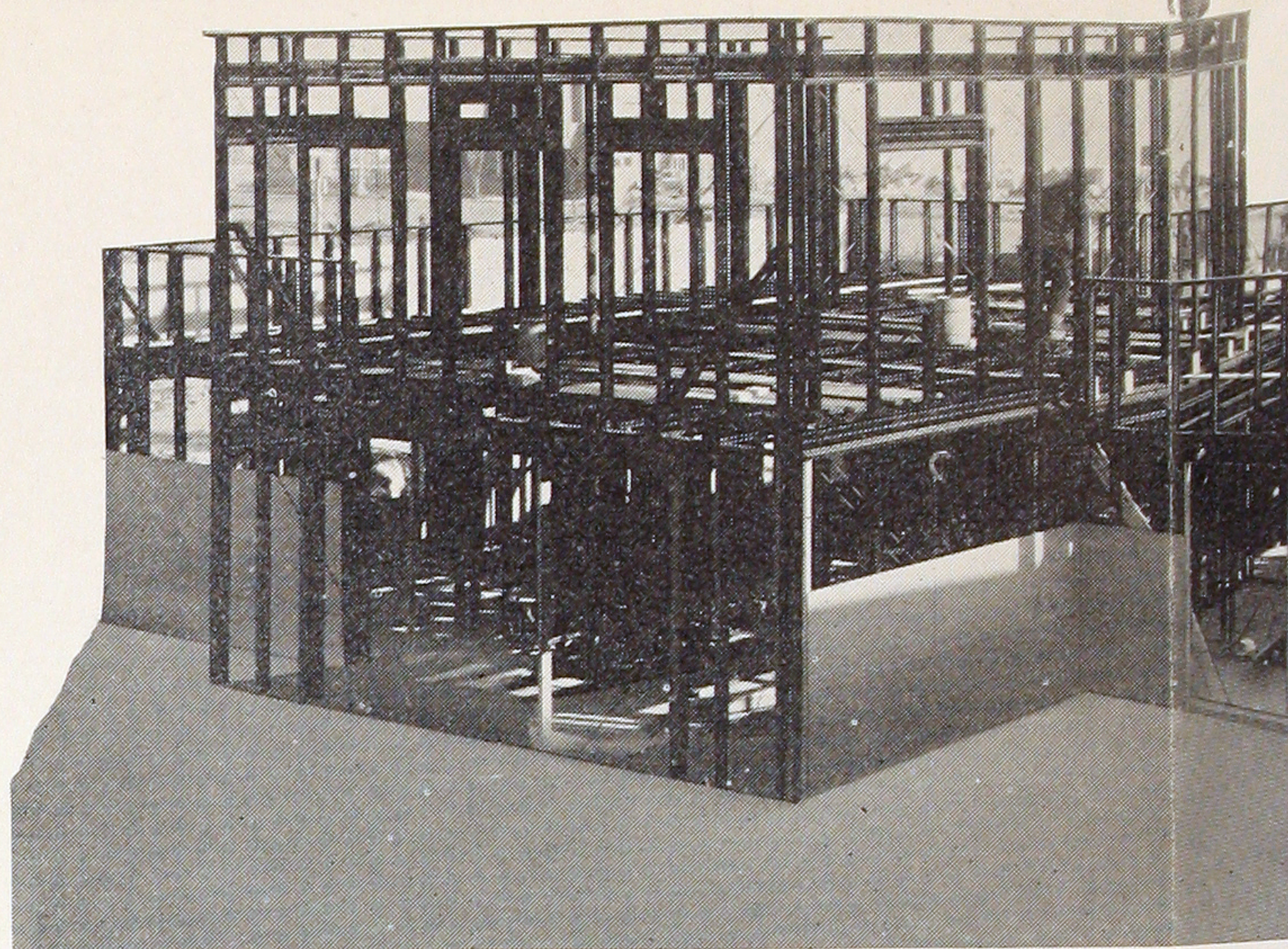
Name _____

Street No. _____

City _____

Date _____

This is the FRAMEWORK



STRAN-STEEL FRAMEWORK CAN BE USED

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- 2—**OWNERS** pay lower insurance and maintenance charges, because Stran-Steel construction is fire resisting and permanent.
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Booklet

STEEL CORPORATION
Graw Avenue
Michigan

men:

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an-Steel House. To assist you in sending information,
checked my interest below.

Planning to build
ot owner
Architect

☐ Builder
☐ Dealer
☐ _____

State _____

ORK



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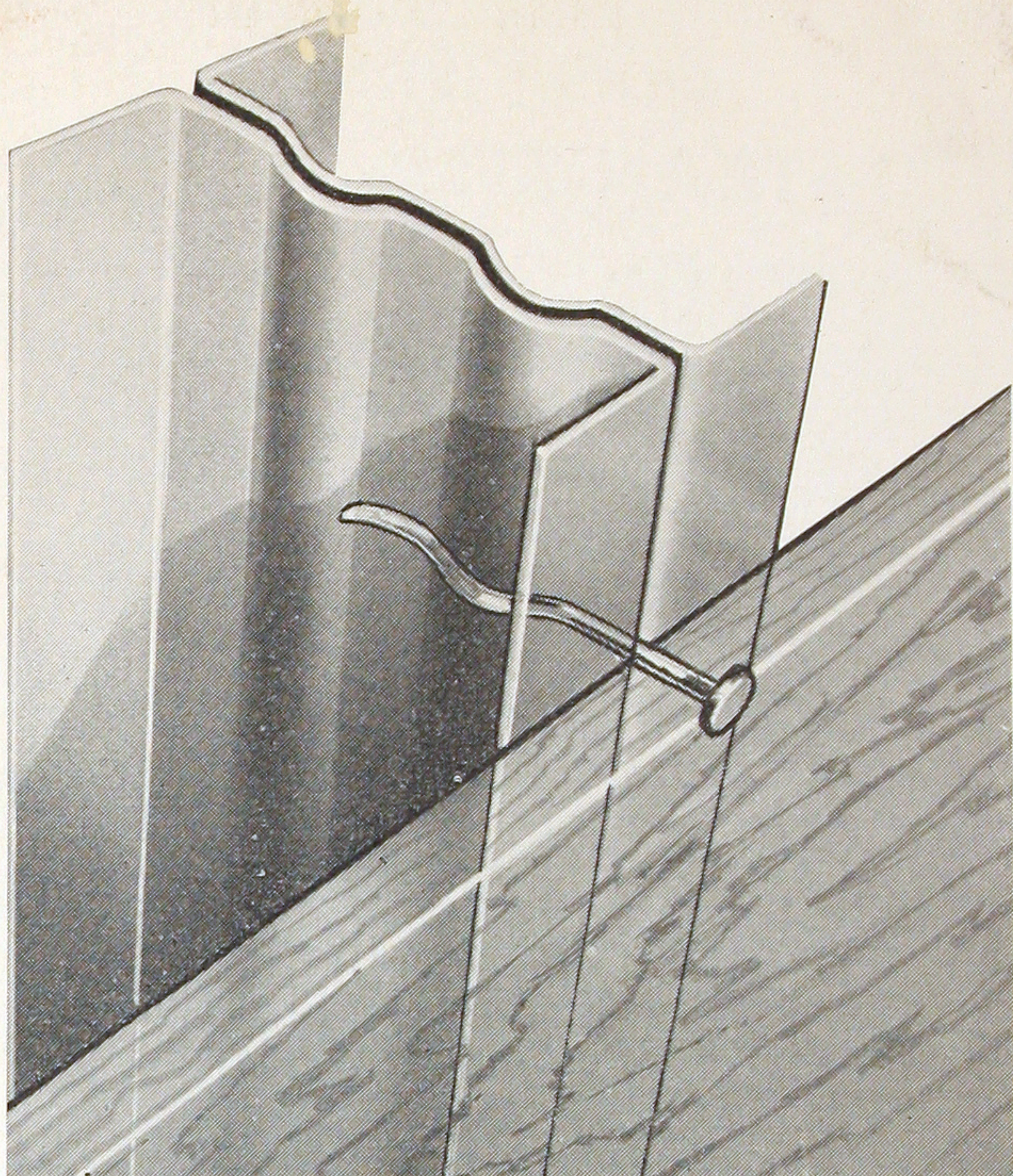
STRAN-STEEL in the House You Plan to Build

- plans laid
struction.
aintenance
fire resist-
andard sizes
- 4—**BUILDERS** lay out and erect Stran-Steel framing on the job just as they do wood 2 x 4's and joists.
 - 5—**BANKS** lend more money on Stran-Steel construc- tion because it is proof against vermin, termites and fungus, "settling," sticking doors and plaster cracks.
 - 6—**FAMILIES** are safe in Stran-Steel houses because these houses are proof against lightning, earthquakes, and tornadoes.

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